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REMARKS

Examiner's comments in the Office Action marked "FINAL" and dated December 12, 2006 have been read and carefully considered by Applicant. In view of such comments, Applicant has amended all of the claims as set forth herein. In particular, independent claims 1, 13, and 22 and also dependent claims 2-12, 14-21, and 23-25 have all been amended. Thus, claims 1-25 remain pending in Applicant's present Application for Examiner's consideration. It is Applicant's good faith belief that the pending claims, as presented herein, are both novel and non-obvious and properly comply with all applicable statutory requirements. Therefore, Applicant respectfully avers that the pending claims now place the present Application in a condition for allowance and notice thereof is respectfully requested.

Objections to the Specification:

In the Office Action, Examiner objected to the specification for failing to provide adequate support and a proper antecedent basis for the subject matter set forth in independent claims 1, 13, and 22. In particular, Examiner objected to the limitation "non-key Web pages" set forth in these claims for not being specifically mentioned in the Specification of Applicant's Application as originally filed. In response, Applicant has herein amended claims 1, 13, and 22 so as to remove all references to "non-key Web pages" therein. In view of such, Applicant respectfully requests that Examiner's objection to the Specification be withdrawn.

Rejections under 35 U.S.C. § 102(b):

Also in the Office Action, independent claim 22 as well as dependent claims 23-25 stand rejected by Examiner under 35 U.S.C. § 102(b) as being anticipated and therefore unpatentable over United States Patent Application Publication Number 2002/0029290, which was published for Herman Burema *et al* on March 7, 2002 (hereinafter "Burema"). Applicant respectfully traverses each of these 35 U.S.C. § 102 rejections set forth in the Office Action in view of claim 22 as amended, for Applicant's invention as presently claimed therein is deemed to be novel in light of the prior art cited by Examiner.

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In particular, for Burema to anticipate the inventive subject matter claimed in Applicant's independent claim 22, Burema must disclose

- [a] method for operating a seamless affiliated link system on the Internet, said method comprising the steps of:
 - (a) receiving a request for a URL from a referring server or a client computer with a Web browser;
 - (b) checking at least one identifier associated with said requested URL, said referring server, or said client computer Web browser;
 - (c) determining the affiliation of said referring server or said client computer Web browser based on said at least one identifier;
 - (d) linking said referring server or said client computer Web browser to a host server that includes a plurality of Web pages in which at least one of said Web pages is a key Web page; and
 - (e) serving one said key Web page if said referring server or said client computer Web browser is determined to be affiliated, and otherwise serving one of said Web pages according to said URL as requested, so as to build link popularity and thereby increase the search-engine importance of each said key Web page on said Internet[,]

as required by Applicant's claim 22 amended herein. Burema, however, does not disclose Applicant's "method for operating a seamless affiliated link system on the Internet," wherein a "host server" has "a plurality of Web pages in which at least one of [the] Web pages is a key Web page," and wherein one key Web page is served "if [a] referring server or [a] client computer Web browser is determined to be affiliated, and otherwise serving one of [the] Web pages according to [a] URL as requested, so as to build link popularity and thereby increase the search-engine importance of [each] key Web page on [the] Internet." Instead, Burema merely discloses a system and method for tracking affiliate referrals. (Burema, see generally abstract and paragraphs 0008-0020).

In sum, therefore, since Burema does not disclose a "method for operating a seamless affiliated link system on the Internet" as particularly set forth in Applicant's independent claim 22, Applicant respectfully avers that claim 22 is not anticipated by Burema and is therefore novel. Furthermore, since claims 23-25 are dependent on independent claim 22, Applicant also respectfully avers that claims 23-25 are not anticipated by Burema and are thus novel as well.

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Rejections under 35 U.S.C. § 103(a):

Lastly, in the Office Action, independent claims 1 and 13 and also dependent claims 2-8, 10, 12, 14-17, and 20-21 stand rejected by Examiner under 35 U.S.C. § 103(a) as being obvious and therefore unpatentable over Burema in view of United States Patent Application Publication Number 2002/0052948, which was published for Regis J. Baudu *et al* on May 2, 2002 ("Baudu"). In addition, dependent claims 9, 11, and 18-19 stand rejected by Examiner under 35 U.S.C. § 103(a) as being obvious and therefore unpatentable over Burema in view of Baudu and in further view of United States Patent Application Publication Number 2003/0014331, which was published for Erik N. Simons on January 16, 2003 ("Simons").

In response, Applicant has herein amended independent claims 1 and 13. Regarding Applicant's independent claim 1 as amended, method step (j) set forth therein is neither taught nor suggested by Burema, Baudu, and/or Simons. Furthermore, regarding Applicant's independent claim 13 as amended, the subject matter set forth in the last two paragraphs of claim 13 too is neither taught nor suggested by Burema, Baudu, and/or Simons. In view of such, therefore, it is Applicant's good faith belief that Burema, Baudu, and Simons, either alone individually or in combination with each other, neither teach nor suggest the "method" or the "seamless affiliated link system" as now respectively set forth in Applicant's independent claims 1 and 13.

In sum, therefore, since Burema, Baudu, and Simons, either alone individually or in combination with each other, neither teach nor suggest such a "method" or a "seamless affiliated link system" as particularly set forth in Applicant's independent claims 1 and 13 amended herein, Applicant respectfully avers that these claims are not rendered obvious by Burema, Baudu, and Simons. Furthermore, since claims 2-12 and 14-21 are dependent on independent claims 1 and 13, Applicant also respectfully avers that claims 2-12 and 14-21 are not rendered obvious by Burema, Baudu, and Simons as well.

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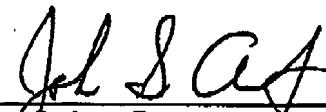
CONCLUSION

In view of the claims as amended hereinabove and also the foregoing remarks, Applicant respectfully requests that Examiner's objections and rejections be withdrawn and that a Notice of Allowance be issued for all independent claims 1, 13, and 22 as well as all claims 2-12, 14-21, and 23-25 dependent thereon.

Should Examiner have any questions with respect to any matter now of record, Examiner is invited to contact Applicant's undersigned attorney at (248) 433-7200.

Respectfully submitted,

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